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AMENDMENTS TO THE CLAIMS:

Please cancel claims 14-20 without prejudice or disclaimer.

1. (Currently amended) A system for restocking and repricing merchandise, comprising:
a shelf label holder comprising an illuminating device for performing having an
illuminating function; and
a hand-held unit which remotely causes said illuminating device shelf label holder to
illuminate under a predetermined condition,
wherein said illuminating device comprises a plurality of illuminating sections which
correspond respectively to locations on a shelf.
2. (Original) The system according to claim 1, further comprising:
a host controller for storing merchandise data and planogram data, processing said data
and remotely controlling an operation of said hand-held unit and said shelf label holder.
3. (Currently amended) The system according to claim 2, wherein said shelf label holder
comprises:
a shelf control unit for controlling an illumination of said illuminating device, shelf label
holder; and
an illuminating section for illuminating as directed by said shelf control unit.
4. (Original) The system according to claim 3, wherein an identifying section of said
shelf label is inserted into said shelf control unit.
5. (Original) The system according to claim 4, wherein said shelf control unit comprises:
a receptacle for receiving said identifying section of said shelf label; and
a transceiver for transmitting signals to said host controller and said hand held unit and
receiving signals from said host controller and said hand held unit.

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6. (Original) The system according to claim 3, wherein said hand held unit comprises:
 - a transceiver for transmitting signals to said host controller and said shelf control unit and receiving signals from said host controller and said shelf control unit;
 - a display device for displaying merchandise data and planogram data;
 - at least one of a bar code scanner and a keypad for inputting said data into said hand held unit; and
 - a memory for storing said data.
7. (Original) The system according to claim 3, wherein said host controller comprises:
 - a memory for storing planogram data and merchandise data;
 - a display device for displaying said data;
 - at least one of a bar code scanner and a keypad for inputting said data; and
 - a transceiver for transmitting signals to said shelf control unit and said hand held unit and receiving signals from said shelf control unit and said hand held unit.
8. (Original) The system according to claim 7, wherein said merchandise information comprises vendor information data, pricing data and inventory data, and wherein said planogram data comprises correct merchandise shelf locations.
9. (Original) The system according to claim 2, wherein said host controller transmits planogram data and merchandise data to said hand held unit and said hand held unit displays said data.
10. (Original) The system according to claim 4, wherein said identifying section comprises at least one of a bar code, a radio frequency identification (RFID) tag and a magnetic identification tag.

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11. (Original) The system according to claim 3, wherein said illuminating section comprises at least one of a light-emitting diode, an organic light emitting diode, a liquid crystal display element, a plasma display element, an incandescent light bulb and a light pipe.
12. (Original) The system according to claim 5, wherein said signals comprise at least one of a radiowave signal and infrared signal.
13. (Original) The system according to claim 2, wherein said merchandise data comprises merchandise restocking and repricing information.
14. - 20. (Canceled)
21. (New) The system according to claim 1, wherein said illuminating device is formed along a longitudinal edge of said shelf label holder.
22. (New) The system according to claim 1, wherein said illuminating device comprises a plurality of light-emitting diodes (LEDs).
23. (New) The system according to claim 1, wherein said shelf label holder is connected to one of an upper and lower surface of a shelf for displaying said items of merchandise.
24. (New) The system according to claim 1, wherein said locations on said shelf correspond respectively to items of merchandise, and
wherein an illuminating section of said plurality of illuminating sections is individually illuminated to indicate a location on said shelf which corresponds to said illuminating section, for one of restocking and repricing an item of merchandise which corresponds to said location on said shelf.

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25. (New) The system according to claim 1, wherein said plurality of illuminating sections correspond respectively to items of merchandise.
26. (New) The system according to claim 25, wherein an illuminating section of said plurality of illuminating sections is individually illuminated to direct one of restocking and repricing operation for an item of merchandise which corresponds to said illuminating section.
27. (New) A system for at least one of restocking and repricing merchandise, comprising:
a shelf label holder comprising:
 an illuminating device comprising a plurality of illuminating sections which correspond respectively to locations on a shelf; and
 a control unit for controlling an illumination of said illuminating device; and
a host controller which wirelessly communicates with said control unit to cause said illuminating device to illuminate under a predetermined condition.